FINOS

Fintech
Open Source
Foundation

Members & Marketing

Leveraging the tools
and services FINOS has
to offer to promote open
source in financial
services

A reminder of the Member Success initiative

CONNECTING THE DOTS

Looking at member activity across all programs with context of open source in the background helps shape activities and promotion.

MEMBER SUCCESS

- **Clarify individual member objectives**
- **Define success criteria**
- **Identify common interest across member firms and facilitate engagement**

Open Source Readiness

- **Understanding level of readiness**
- **Identify motivation and drive**
- **Proactive support for full benefit**

Programs

- **Learn about the existing programs**
- **Identify new programs**
- **Find the right individuals**

Marketing

- **Promote FINOS awareness internally and externally**
- **Engage community in programs**
- **Thought leadership at open source / financial services intersection**

Sample objectives our members have identified

Turn an offering built for one client into **code that can be shared**.

Identify internal projects that would thrive in FINOS and deliver features/tools useful to multiple financial services

Big buyer of open source but cost constrained so need to be clear on how **OSS make things cheaper**

Identify a **key deliverable to help drive FINOS / OSS interest within firm** in order to
- push adoption/improvement of the **open source policy**
- **grow developer engagement** in FINOS
- **get wider buy-in** by showing **business value** of contribution and collaboration

Have a **safe space to talk openly** about approaches to addressing identified challenges. e.g. do other firms have this problem?

Promote knowledge gain working on projects and **build reputation** in the market.

Leverage the "safety" of the Foundation **to grow contributions from financial services** firms to contributed code.

How do we address discovery?

Discovery

Current
- Member surveys
- Member discussions (member success, program, 1:1 mtgs)
- Program WG meetings
- Events

Other options
- Interest board / open forum
- Open community webinar
- Briefing document(s) on potential focus areas
- Systematically explore areas of high cost and low proprietary value

Validation

Current
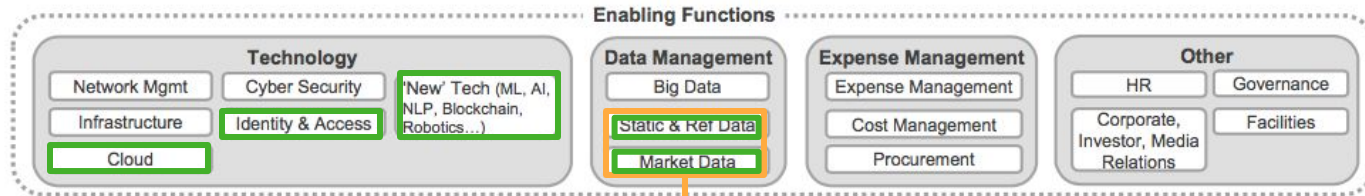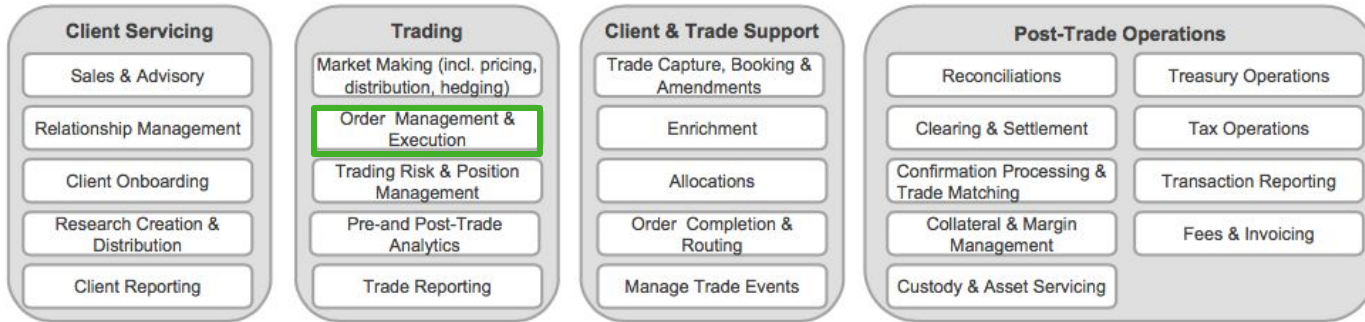- Presentations to the board
- Presentations at FINOS meetings
- Conference call to gauge interest on a specific potential contribution
- Calls for contribution (community@finos.org, press releases, newsletter)

Other options
- Briefing docs on what other firms plan to contribute / are contributing
- Exploratory roundtables

What else can we do to facilitate discussion amongst members/community?

Analysing spend, current programs, opportunities

Client Servicing
- Sales & Advisory
- Relationship Management
- Client Onboarding
- Research Creation & Distribution
- Client Reporting

Trading
- Market Making (incl. pricing, distribution, hedging)
- Order Management & Execution
- Trading Risk & Position Management
- Pre-and Post-Trade Analytics
- Trade Reporting

Client & Trade Support
- Trade Capture, Booking & Amendments
- Enrichment
- Allocations
- Order Completion & Routing
- Manage Trade Events

Post-Trade Operations
- Reconciliations
- Clearing & Settlement
- Confirmation Processing & Trade Matching
- Collateral & Margin Management
- Custody & Asset Servicing
- Treasury Operations
- Tax Operations
- Transaction Reporting
- Fees & Invoicing

Risk & Controls

Legal & Compliance
- KYC
- Internal Controls
- AML & Surveillance
- Sanctions
- Doc Management
- Anti-Bribery

Risk Management
- Market Risk
- Credit Risk
- Liquidity Risk
- Operational Risk
- Risk Reporting

Financial Control
- Financial/Regulatory Reporting
- Finance / Accounting
- Capital Management
- Liquidity Risk & ALM
- Risk Model Validation
- Price Testing

Enabling Functions

Technology
- Network Mgmt
- Cyber Security
- Infrastructure
- Identity & Access
- Cloud
- 'New' Tech (ML, AI, NLP, Blockchain, Robotics…)

Data Management
- Big Data
- Static & Ref Data
- Market Data

Expense Management
- Expense Management
- Cost Management
- Procurement

Other
- HR
- Governance
- Corporate, Investor, Media Relations
- Facilities

10% of revenue cost of keeping the watchdogs at bay could creep up to 10% of firm revenues

$30.5 billion global spending on financial market data and analysis
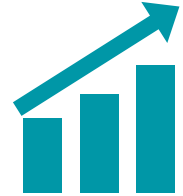
Reminder of some reasons to *do* open source

STAFF
ATTRACTION

TIME TO
MARKET

MARKETING &
VISIBILITY

QUALITY
IMPROVEMENT

COST
REDUCTION

STAFF
RETENTION

INNOVATION

Marketing tools

BLOGS

CASE STUDIES

TRAINING

EVENTS

ROUNDTABLES

MEETUPS

WEBINARS

WHITEPAPER

PRESS RELEASES

NEWSLETTERS

Member-led — **FINOS-led**

A bit of fun finding a new FINOS tagline (or two)

Driving open innovation in financial services

Our current tagline is good. It includes the right buzzwords and references both open and financial services but maybe it could be more obvious.

We're looking for a new tagline or two to clearly convey to the market and to developers what it is we do and/or maybe grab some attention..

DELIVERING THE POWER OF **OPEN SOURCE** TO **FINANCIAL SERVICES**

WHERE THE BEST IN THE BUSINESS **CODE** THE FUTURE OF **FINANCE**

WALL STREET IS NOW OPEN FOR **INNOVATION**

LEVERAGING **OPEN SOURC**E FOR **FINANCIAL SERVICES**

Now what?

Get in touch at membersuccess@finos.org

OSSF is only a few months away so think about what you might present or want to hear about.

Tell us if you can host the event!

FINOS

Fintech
Open Source
Foundation

finos.org